

FEDERAL TRADE COMMISSION**16 CFR Part 451****Advertising for Over-the-Counter Antacids; Publication of Staff Report on Proposed Trade Regulation Rule****AGENCY:** Federal Trade Commission.**ACTION:** Publication of Staff Report.

SUMMARY: In November 1979, the Presiding Officer published his report on the Proposed Trade Regulation Rule concerning Advertising for Over-the-Counter Antacids.

The Bureau of Consumer Protection's Staff Report, which summarizes and analyzes the evidence in the rulemaking proceeding and makes recommendations as to final action, has now been made public and placed on the rulemaking record (Public Record No. 215-56) along with separate statements of Deputy Director of the Bureau of Consumer Protection Amanda B. Pedersen, Associate Director for Advertising Practices Wallace S. Snyder and Bureau of Economics Director Wendy L. Gramm.

DATES: The publication of the Staff Report commences a comment period on the Staff Report and the accompanying memoranda and on the Presiding Officer's Report. The Presiding Officer has determined that a 90-day comment period is warranted. Comments will be accepted for inclusion in the rulemaking proceeding if received on or before November 8, 1983.

ADDRESSES: Requests for copies of either the Staff Report or the Presiding Officer's Report should be sent to: Public Reference Branch, Room 130, 523 Federal Trade Commission, 6th Street and Pennsylvania Avenue, NW., Washington, D.C. 20580. 3598

Comments should be sent to: Presiding Officer James P. Greenan, Federal Trade Commission, 6th Street and Pennsylvania Avenue, NW., Washington, D.C. 20580.

FOR FURTHER INFORMATION CONTACT: Wallace S. Snyder, 202-724-1511, Associate Director for Advertising Practices, Federal Trade Commission, Washington, D.C. 20580.

SUPPLEMENTARY INFORMATION: Comments on the Staff Report and accompanying memoranda and on the Presiding Officer's Report will be accepted until November 8, 1983. The comment should be identified as

"Comment on Staff Report and Presiding Officer's Report—Advertising for Over-the-Counter Antacids." When feasible, five copies of comment should be submitted.

In accordance with §1.13(h) of the Rules of Practice, comments should be confined to information already in the rulemaking record. The submission of further evidence or factual material will not be accepted in post record comment and may result in rejection of the comment as a whole.

After the comment period is over, the Commission may, pursuant to §1.13(i) of its Rules of Practice, allow persons who have previously participated in the rulemaking to make oral presentations to it, unless it determines that such presentations would not significantly assist it in its deliberations. Such presentations shall be confined to information already in the rulemaking record. Requests to participate in an oral presentation should be received by the Commission no later than the close of the 90-day comment period set forth in this notice, and should be sent to the Secretary, Federal Trade Commission, 6th Street and Pennsylvania Avenue, NW., Washington, D.C. 20580.

The Commission has not made any findings or conclusions with respect to this matter. The Commission's final determination in this matter will be based on the entire rulemaking record, including these reports and comments. Publication of the Staff Report and the Presiding Officer's Report should not be interpreted as representing the views of the Commission or any individual Commissioner.

James P. Greenan,
Presiding Officer.

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